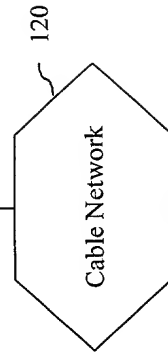
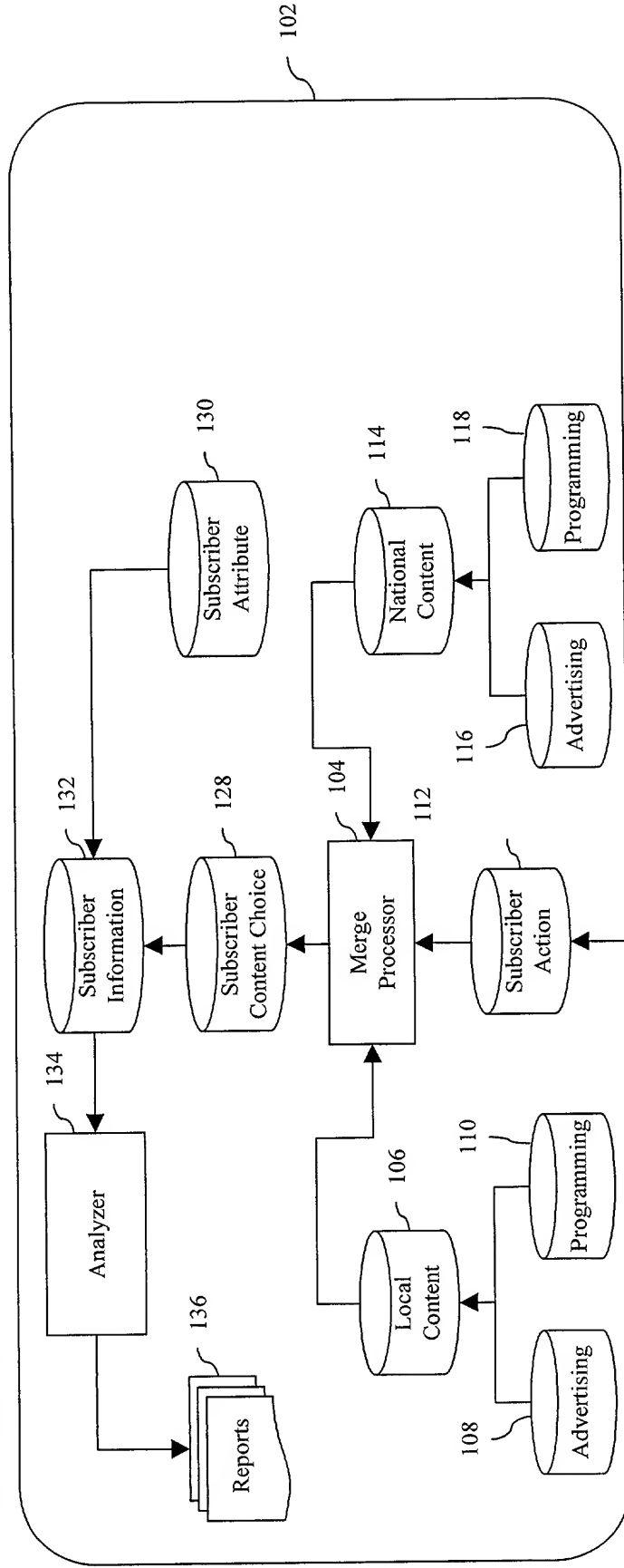


Cable Operator Head-end



Subscriber's Home

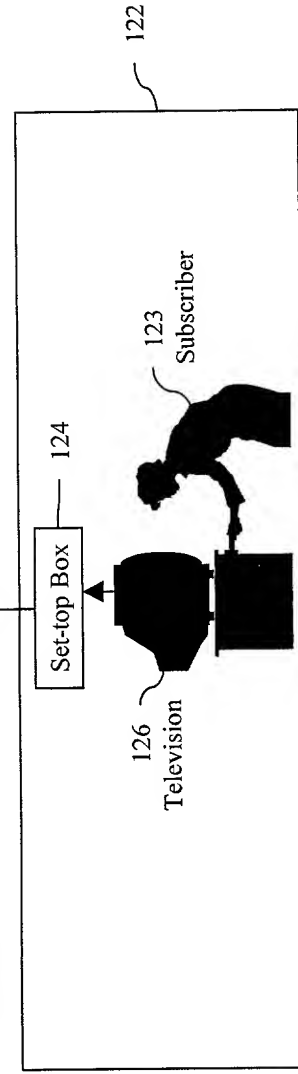


FIG. 1

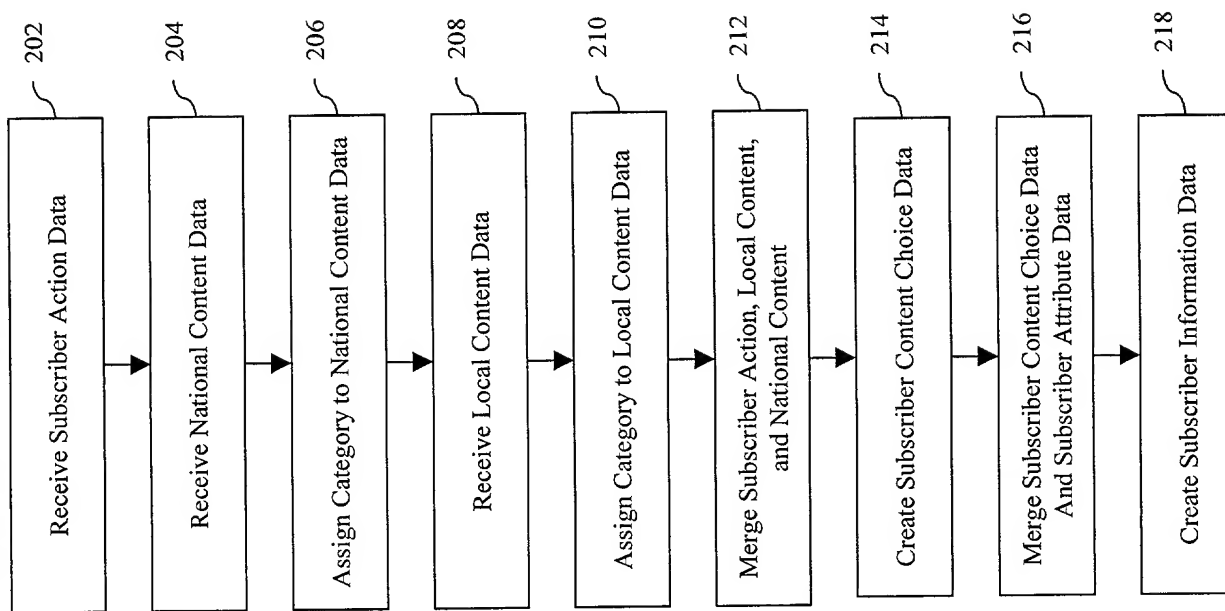


FIG. 2

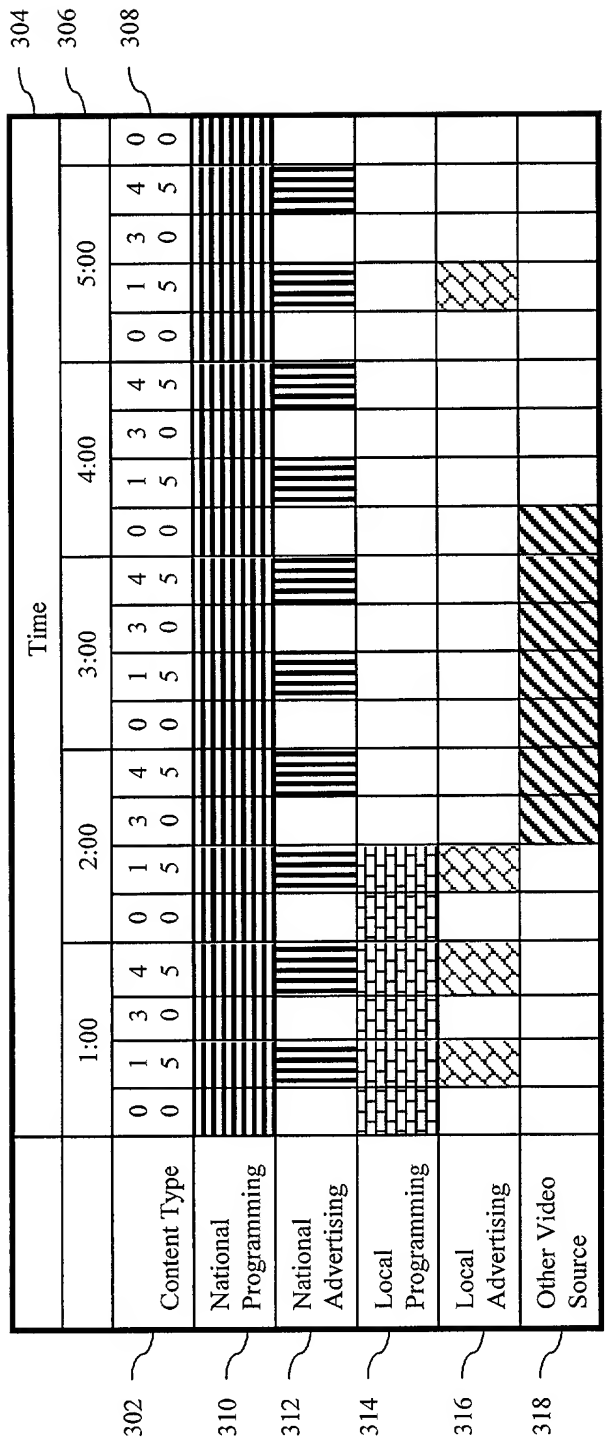


FIG. 3A

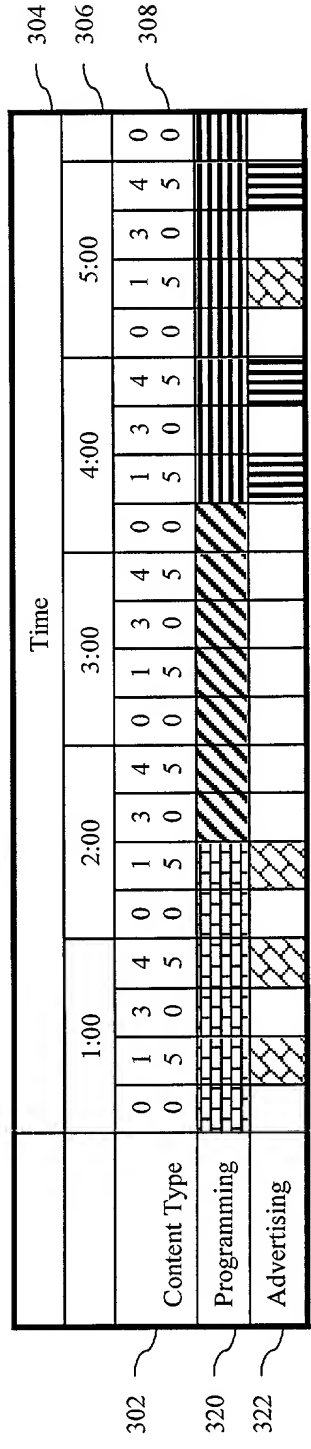


FIG. 3B

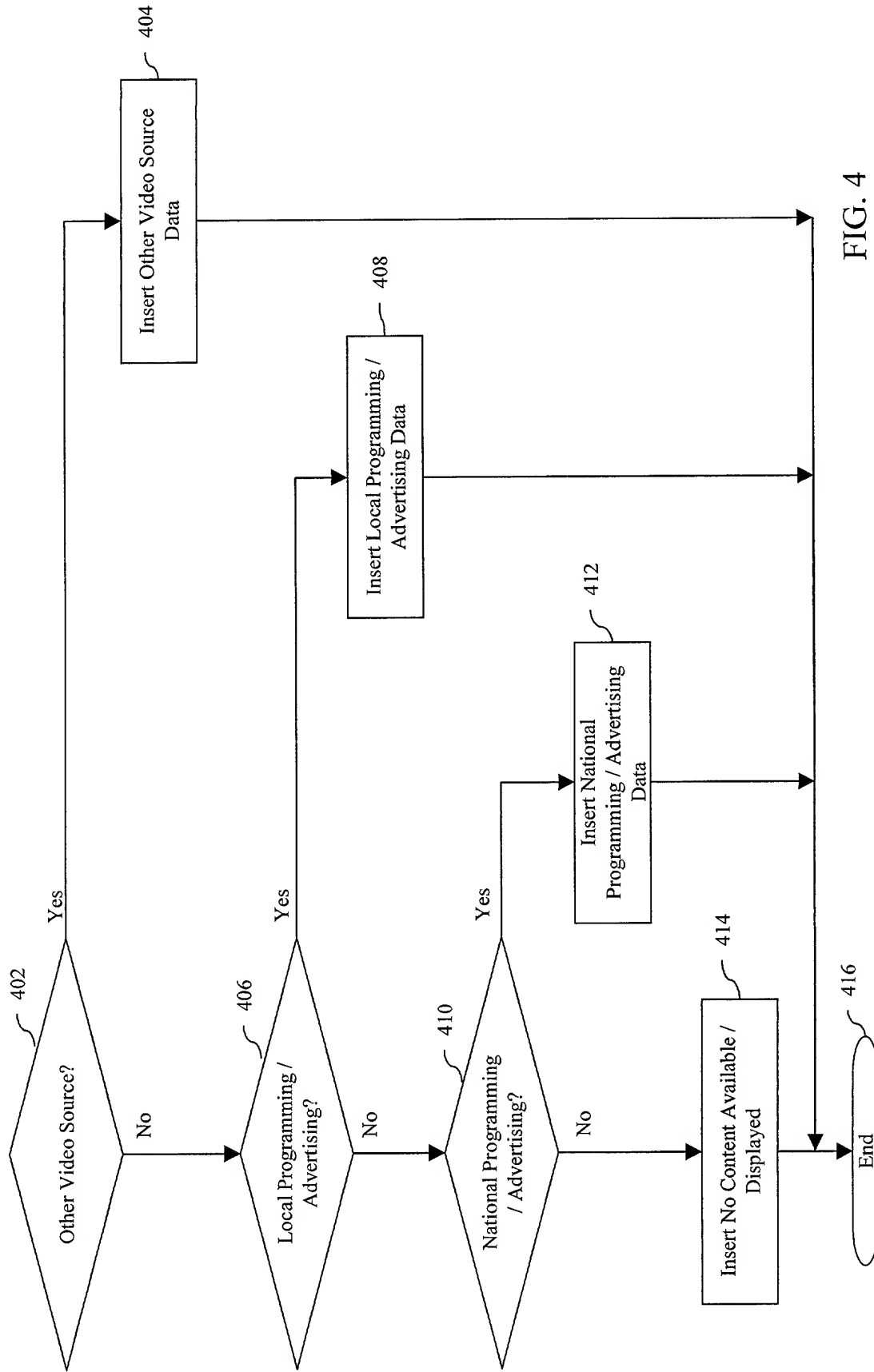


FIG. 4

502		504	
Time		Content	
1:00	:00	NCAA Basketball	
	:15	NCAA Basketball, Local News Ad, Sporting Goods Ad 1, Sporting Event Ad	
	:30	NCAA Basketball	
	:45	NCAA Basketball, Automobile Ad 1	
	:00	NCAA Basketball	
2:00	:15	NCAA Basketball, Sports Ad, Sports Drink Ad, Automobile Ad 2, PGA Golf Tournament	
	:30	DVD Movie – Science Fiction	
	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	DVD Movie – Science Fiction DVD Movie	
3:00	:30	DVD Movie – Science Fiction DVD Movie	
	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	DVD Movie – Science Fiction DVD Movie	
	:30	DVD Movie – Science Fiction DVD Movie	
4:00	:45	DVD Movie – Science Fiction DVD Movie	
	:00	DVD Movie – Science Fiction DVD Movie	
	:15	NBA Basketball, Automobile Ad 3, Credit Card Ad 1, Airline Ad 1	
	:30	NBA Basketball	
	:45	NBA Basketball, Tourism Ad 4, Restaurant Ad, Sporting Goods Ad 2	
5:00	:00	NBA Basketball	
	:15	NBA Basketball, Local Retailer Ad, Sporting Goods Ad 1	
	:30	NBA Basketball	
	:45	NBA Basketball , Airline Ad 1, Automobile Ad 4, Credit Card Ad 2	
	:00	NBA Basketball	

FIG. 5

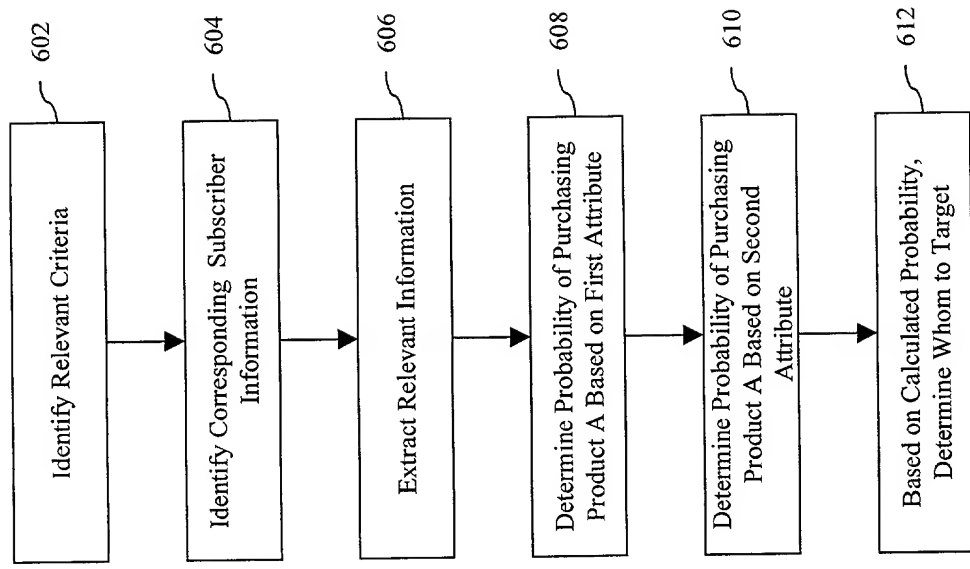


FIG. 6

Subscriber Information Database Extract	704		706		708	
	Viewing Pattern		City		Purchase Product A	
	Show 1		A		Yes	
	Show 2		A		Yes	
	Show 3		A		No	
	Show 1		B		Yes	
	Show 2		B		No	
	Show 3		B		No	
	Show 1		C		No	
	Show 2		C		Yes	
	Show 3		C		No	

FIG. 7A

710	Probability of Purchasing Product A		720	Probability of Purchasing Product A		724
	Viewing History			City		
	Show 1			A		
	Show 2			B		
712			714	66.7		33.3
	Show 3			C		
				33.3		

FIG. 7B

FIG. 7C